

PROJECT NUMBER : 4030
PROJECT TITLE : Product Development, Export
SECTION LEADER : J. N. Smith
WRITTEN BY : R. S. Slagle
PERIOD COVERED : February, 1991

I. Marlboro Program (Japan)

- A. Objective:** Replace unavailable recon grades in the Marlboro Japan blend through blend reformulation.
- B. Status:** Results were received for the Danchi III Marlboro/Marlboro Lights blend test. The cigarettes included in this test were produced in November, 1991 at JT's Odawara factory. The test blend used was the 55% offshore/45% domestic tobacco blend that is scheduled for commercial production on March 4, 1991. The following models were evaluated:

Marlboro KS Control (Cork Tipping)
Marlboro KS Test Blend (Cork Tipping)
Marlboro Lights KS Control (White Tipping)
Marlboro Lights KS Test Blend (White Tipping)

All models were rated significantly different from each other in strength.

For both combined and individual smoker groups, there was no significant difference in liking for the Marlboro Red KS test and control models. In overall liking, the Marlboro Lights KS test and control models were not found to be significantly different from each other. The average liking ratings for Marlboro Lights KS were significantly higher than the Marlboro Red KS scores.

- C. Plans:** Evaluate three blends for Marlboro Japan, in an attempt to return the blend to 50% domestic/50% offshore:
1. 55% offshore/45% domestic (variation of new production blend)
 2. 60% offshore/40% domestic (with 6% DETA inclusion)
 3. 50% offshore/50% domestic

II. Price Value (Korea)

- A. Objective:** To develop a viable Price Value Entry for the Korean market.

- B. **Status:** Results from SCP test E-L978 have been received. Models evaluated in this test series were:

L&M Milds @ 8.0 mg tar
Mild Seven Lights
L&M Milds @ 12 mg tar
PM Lights

For combined smoker groups, there was no significant difference in liking among the four prototypes. Within individual smoker groups, 88 Lights smokers rated L&M Milds @ 8 mg tar significantly higher in liking than L&M Milds @ 12 mg tar. 88 Deluxe Milds smokers gave L&M Milds @ 8 mg tar significantly higher liking scores than those for Mild Seven Lights, and L&M Milds @ 12 mg tar received significantly higher liking scores than Mild Seven Lights among Pine Tree smokers.

- C. **Plans:** Prepare for launch of a Price Value Entry in Korea, currently designated as a contingency for 1991.